



PHABC NEWSLETTER

September 2011

2011 PHABC Conference

Save the date!

“The Ottawa Charter for
Health Promotion: Critical
Engagement from a Health
Equity Perspective”

November 28th and 29th
Richmond, BC

Register on-line at:
www.phabc.org

2011 PHABC Conference- Registration Open! “The Ottawa Charter for Health Promotion: Critical Engagement from a Health Equity Perspective”.

Explore the role of the Ottawa Charter for Health Promotion in reducing health inequities. This two-day event will challenge participants to look beyond the now abundant evidence that widespread inequities in health exist in British Columbia (and elsewhere), to new and innovative forms of action aimed at reducing these inequities.

We encourage researchers, practitioners, students, policy-makers, and community members to participate in this conference. All are welcome.

An excellent professional development and networking opportunity. Build your public health knowledge, skills and strategies to assist you in your work, research or studies.

International Keynote Speakers:

Dr. David McQueen, Former Associate Director for Global Health Promotion, National Center for Chronic Disease Prevention and Health Promotion

Dr. John Raeburn, Senior Lecturer - Community Health Development, Auckland University of Technology

In addition to many excellent presentations from local experts.

Online Registration Information:

Early Bird: September 1- October 1, 2011

Regular: October 2 - November 20, 2011

Late: November 21 - November 28, 2011

Additional free events:

1. PHABC Community Event - Evening of Sunday November 27th at St. Andrew's Wesley United Church

2. PHABC Professional Networking Event - Evening of Monday November 28th at Carver's Lounge - Executive Airport Plaza Hotel & Conference Centre

For registration visit:

[PHABC Conference Registration](http://www.phabc.org/conference)

APHA announces Public Health Newswire!

APHA launched a new online portal - [Public Health Newswire](http://www.apha.org/newswire) – the essential resource for up-to-date information and opinions on the top issues affecting public health.

News and events from a wide range of leading publications and events across the industry.

The latest research from the American Journal of Public Health and other top scientific publications.

Timely commentary with authors and key leaders in the public health community.

Lively discussions - Post your opinion, read comments from others and get involved!

Public Health Newswire is the place to discover what's happening, who's making it happen and how you can get involved. We invite you to bookmark Public Health Newswire, join the conversation and help us grow as a community so that we may better ensure the public's health.

[Visit PublicHealthNewswire.org today!](http://PublicHealthNewswire.org)

Social Determinants of Health—The Canadian Facts

Please look at this short video by Dennis Raphael and distribute to your networks!

[Social Determinants of Health](#)

The report is available for downloading at:

www.thecanadianfacts.org

Community-Based Population Health & Public Health Research

Instructor: Dr. Jim Frankish, Centre for Population Research (HELP), Rm 425, Library Processing Centre 2206 East Mall, 604-822-9205 or 604-987-9205; fax: 822-9228

frankish@interchange.ubc.ca;

www.jimfrankish.com

Course Description: This course draws upon theories, concepts and models from social and behavioral sciences as they apply to community-based, (participatory) health promotion, public health, population-health research.

The objective is to increase awareness of and skills in planning, implementing and evaluating population health, health promotion or public health research from a community-

based, participatory approach (CBPR). The course is open to Doctoral and advanced Masters-level students in health-related disciplines. Preference is given to students in SPPH.

Beyond Salad Bars; Growing Farm to Cafeteria Canada

Farm to Cafeteria (F2C) programs close the distance between farm and fork - redesigning food systems and policy to bring local, nutritious and sustainably produced foods into public agencies - places where we work, learn, are healed and play. Farm to School, Farm to University, and Farm to Hospital programs are sample Farm to Cafeteria programs differentiated primarily by the setting in which they are offered and the people who partake in them. These programs are an essential component of strong, resilient, sustainable, and economically viable, regional food systems, - systems that contribute to the health of people, place, and the planet.

Interest in F2C programs is growing in Canada in response to concerns about climate change, fuel prices, food costs, and the capacity of our food systems to provide the basic nutrition needs of the population. F2C activity is fuelled in part by the understanding that these issues are symptoms of deeper structural and policy problems inherent in the global food system. It is also fuelled by the knowledge that collective actions creating programs that demand structural and policy transformation towards sustainable, healthy, resilient and economically viable regional food systems are making a difference.

The Public Health Association of British Columbia has the distinction of having the most extensive Farm to Cafeteria Network in the country - boasting more than 40 programs bringing local, nutritious, safe and culturally appropriate foods from nearby farms into preschools, schools, universities and hospitals in urban, rural, remote and aboriginal communities right across the province. While many sectors are now stepping up to the plate, we know that these programs would not exist without the solid leadership and support from the government of British Columbia and the health sector in particular. And for that support we are extremely grateful!

We also know that we are far from alone in our F2C endeavours. South of the border a national Farm to School network exists, supporting more than 2300 F2S programs in all 50 states. Here in Canada, Equiterre, a non profit organization in Quebec has developed network similar to BC's network and they are moving into the farm to hospital scene. In Ontario, the Greenbelt Foundation is dispersing a multimillion dollar Public Investment Fund set aside by Ontario's Ministry of Agriculture, to support programs linking local farm to local forks. In Manitoba, the Ministry of Healthy Living is working with the Manitoba Home Economics Association and Peak of Freshness a cooperative of farmers to deliver farm fresh foods to schools as part of a school fundraising activity.

PHABC is working with leads from these regional organizations across Canada to further the Farm to Cafeteria movement. In the next 2 years, pending additional funding we hope to survey the F2C landscape and to develop a national strategic plan. In the process we hope to strengthen partnerships and activity across this province and with our neighbouring provinces.

We will be looking to our public health professionals in your various capacities, to support our efforts to keep Farm to Cafeteria flame burning in BC and to fan that flame across Canada.

For more information about Farm to Cafeteria visit:

Farm to School (BC):

www.phabc.org/farmtoschool

Farm to School (US):

www.farmtoschool.org

Farm to Cafeteria Canada (Facebook):

<https://www.facebook.com/groups/Farm2SchoolCanada/>

Summer School 2011 – Report

The 2011 Public Health Summer School is a professional development event that was hosted by the Public Health Association of BC and partners from July 5th to 8th, 2011. The 2011 Public Health Summer School, officially entitled ‘**Advocacy and Health Literacy: Reinforcing Population Health Promotion**’, was developed as an affordable, accessible, inclusive educational event.

The summer school was hosted across four major sites via video-conferencing, including UBC (Vancouver), UVIC (Victoria), UNBC (Prince George), KGH (Kelowna) in addition to two smaller sites, including Terrace and Fort St. John.

The curriculum format included presentations about public health advocacy and health literacy theory, local case studies, panel discussions, group discussions, an evaluative exercise, a review of tools and resources and a collaborative workshop activity. Attendance at the 2011 Public Health Summer School increased substantially from the previous year.

A total of 68 participants and 20 presenters/facilitators from 2010 increased to a total of 165 participants and 43 presenters/facilitators in 2011. Facilities for the 2011 Public Health Summer School were provided through collaboration of various locations throughout the province. Video-conferencing technology allowed for all locations to listen to presentations simultaneously, to ask questions and interact virtually. Participant, presenter and facilitator feedback this year has confirmed the continuing success of this continuing education event. It is hoped that the Public Health Summer School can continue to be an annual or bi-annual event.

Webinar Update Measuring Happiness

The webinar titled: Measuring Health in Our Society – Moving Beyond Life Expectancy and Economic Growth took place on September 8th with huge success. One hundred people registered and had the opportunity to listen to Dr. Trevor Hancock, Dr. Andrew Sharpe and Joel Emes who have spent a lot of time grappling with the conceptual and practical issues of measuring societal progress and well being.

To access the presentations of this

webinar please visit:

[Measuring Health Presentations](#)

Renew your PHABC membership

This is a reminder to those members whose membership has expired or will expire soon to visit the link below to renew online:

[Membership renewal](#)

Your membership is your key to all of the wonderful events we are planning for 2011.

It is important that after renewing your membership you sign up for an account if you haven’t done so already.

If you have any questions or concerns about your account please contact: staff@phabc.org

Big changes start small Refreshed PHABC homepage is just the beginning!

With monthly hits numbering around 190,000, our PHABC website is becoming one of the go-to resource for public health professionals in BC. We have refreshed our website to make it more efficient, effective and better than ever –The new design provides you all the latest information posted on the site from one central location on the home page. Simply click on the links on this page to view each section of the site and the latest postings in that area. Click on links in the center section of the home page to navigate deeper into the site.

In a short while, we’ll be asking our members (that’s right – **you!**) about what you think of the changes to the PHABC website, and how it can be improved to better serve your unique needs. Stay tuned for more details.

In the meantime, visit www.phabc.org and check out our new homepage!